

U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort McPherson
Georgia**

BRIEFING OUTLINE

Fort McPherson

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

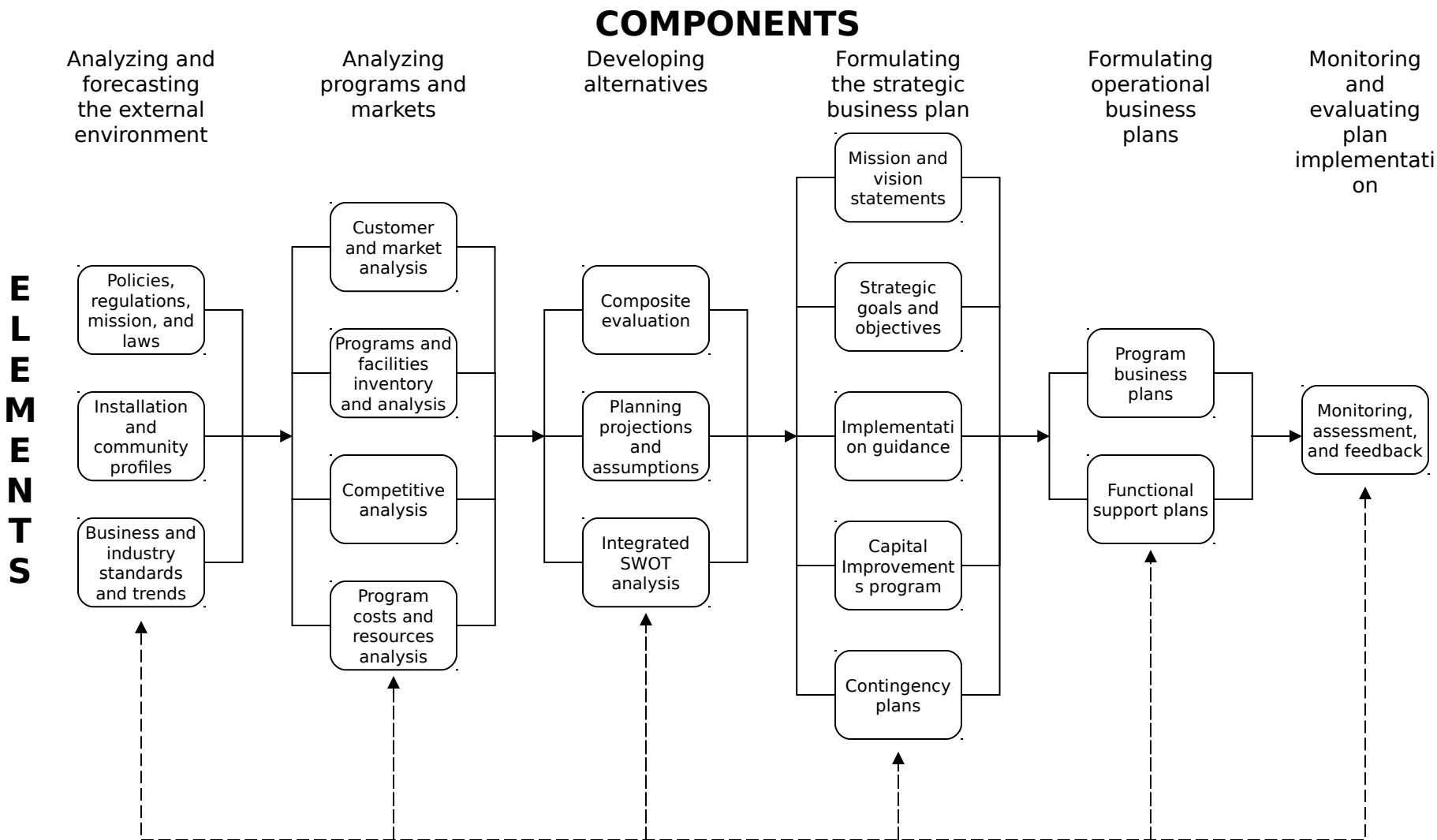
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

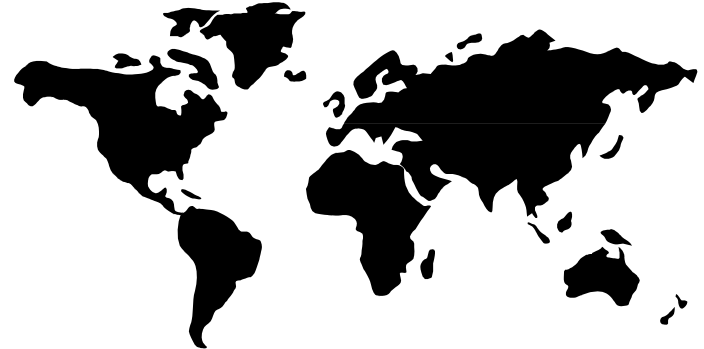


METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,530 surveys were distributed at Fort McPherson



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort McPherson:					
Active Duty	2,762	1,127	243	21.56 %	±6.00%
Spouses of Active Duty	2,401	1,310	123	9.39 %	±8.61%
Civilian Employees	4,801	916	72	7.86 %	±11.46%
Retirees	10,558	1,177	207	17.59 %	±6.74%
Total	20,522	4,530	645	14.24 %	±3.80%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

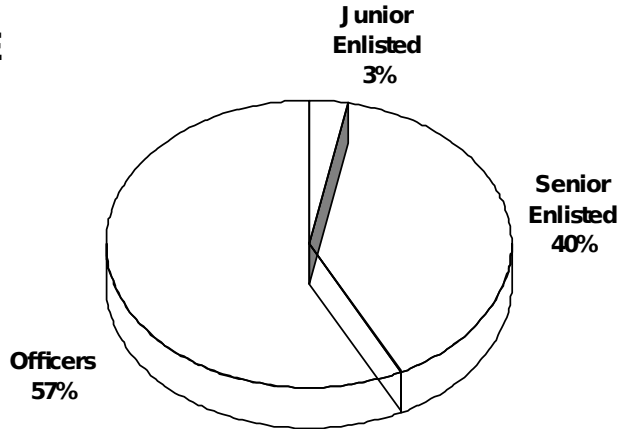
**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

PATRON SAMPLE*

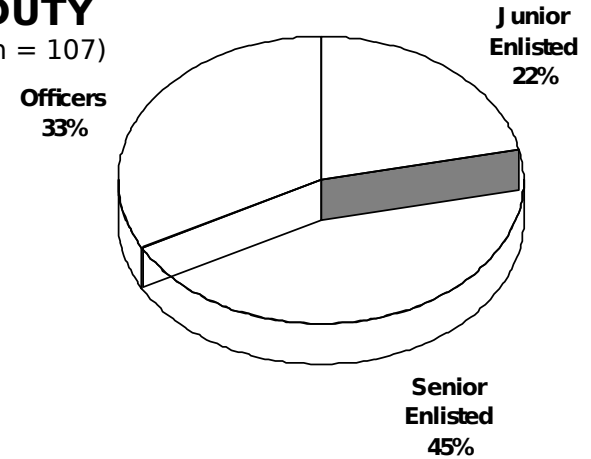
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RESPONDENT POPULATION SEGMENTS

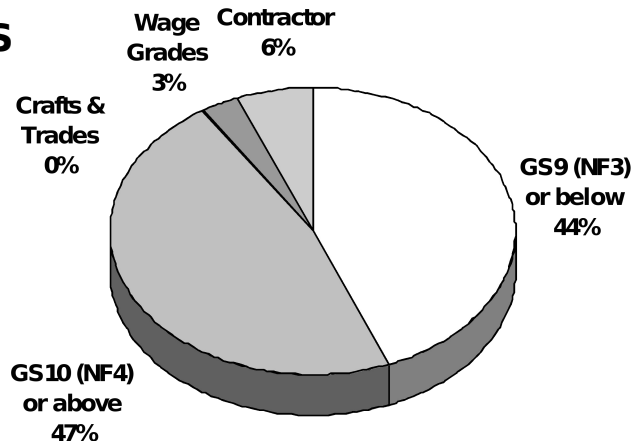
ACTIVE DUTY (n = 233)



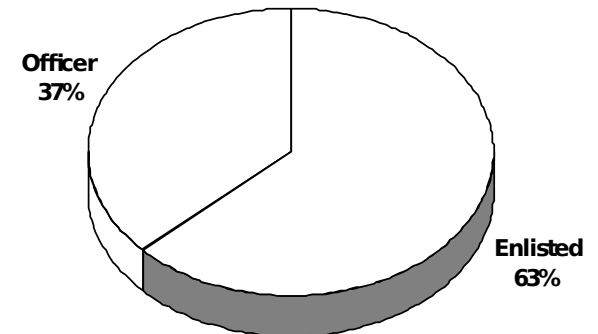
SPOUSES OF ACTIVE DUTY (n = 107)



CIVILIANS (n = 66)



RETIREEES (n = 138)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT McPHERSON

Fort McPherson

MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	33%
Fitness Center/Gymnasium	30%
Library	29%
ITR - Commercial Travel Agency	28%
Post Picnic Area	23%

LEAST FREQUENTLY USED FACILITIES

School Age Services	2%
Marinas	3%
Youth Center	3%
BOSS	4%
Bowling Pro Shop	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT McPHERSON*

Fort McPherson

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.62
ITR - Commercial Travel Agency	4.57
BOSS	4.49
Library	4.49
Golf Course Pro Shop	4.43

FACILITIES WITH LOWEST SATISFACTION RATINGS*

School Age Services	3.61
Marinas	3.87
Youth Center	3.99
Bowling Food & Beverage	4.14
Bowling Center	4.20

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT McPHERSON*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Pro Shop	4.50
Golf Course	4.41
ITR - Commercial Travel Agency	4.39
BOSS	4.37
Library	4.29

FACILITIES WITH LOWEST QUALITY RATINGS*

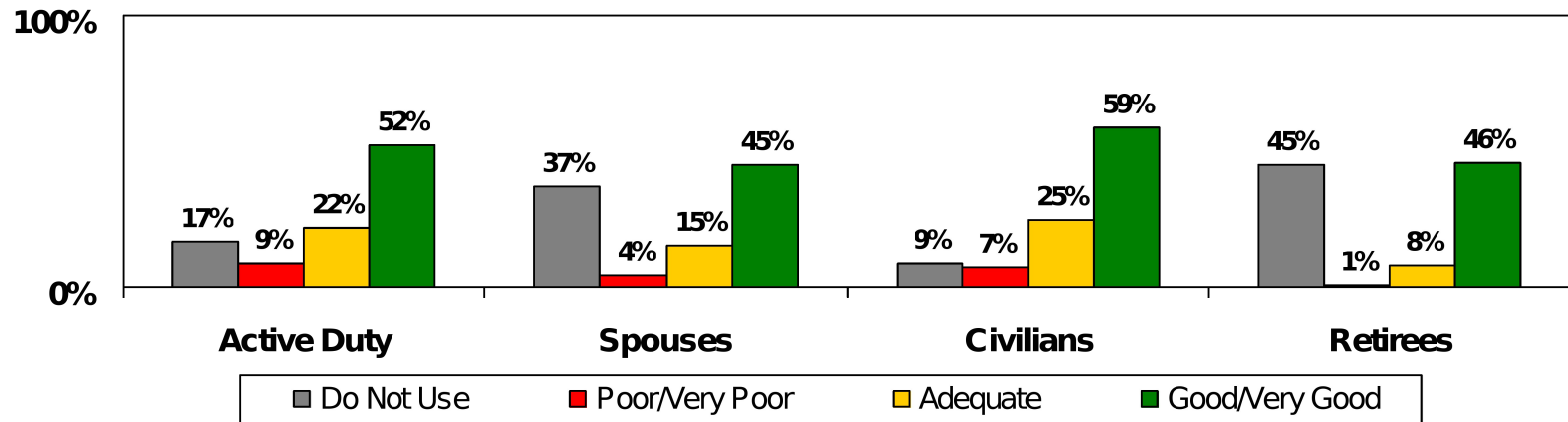
School Age Services	3.85
Marinas	3.89
Multipurpose Sports/Tennis Courts	3.98
Athletic Fields	4.04
Swimming Pool	4.04

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

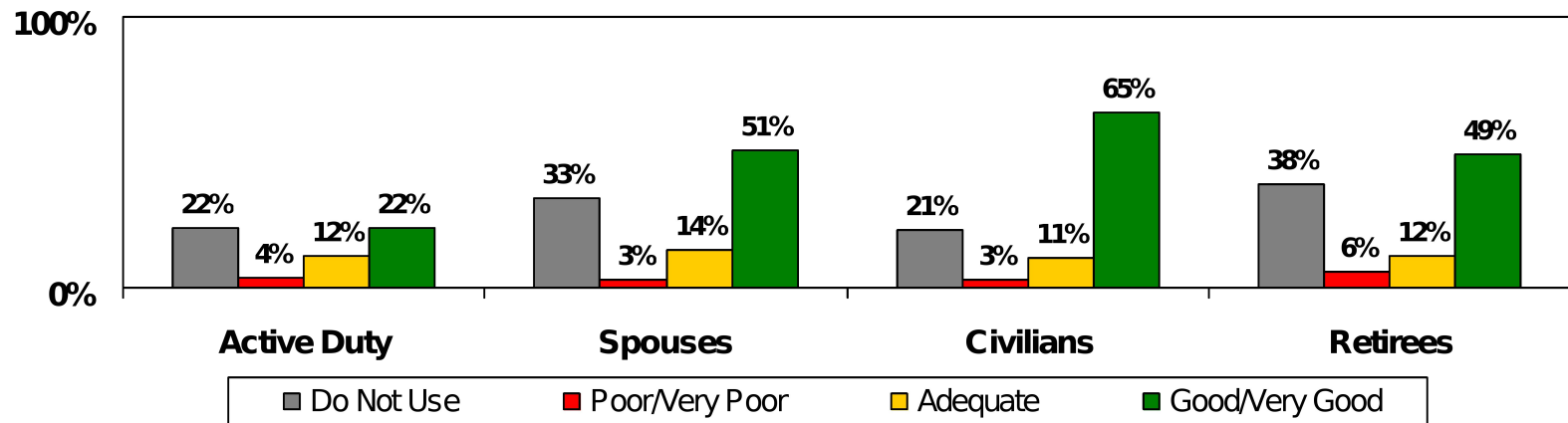
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



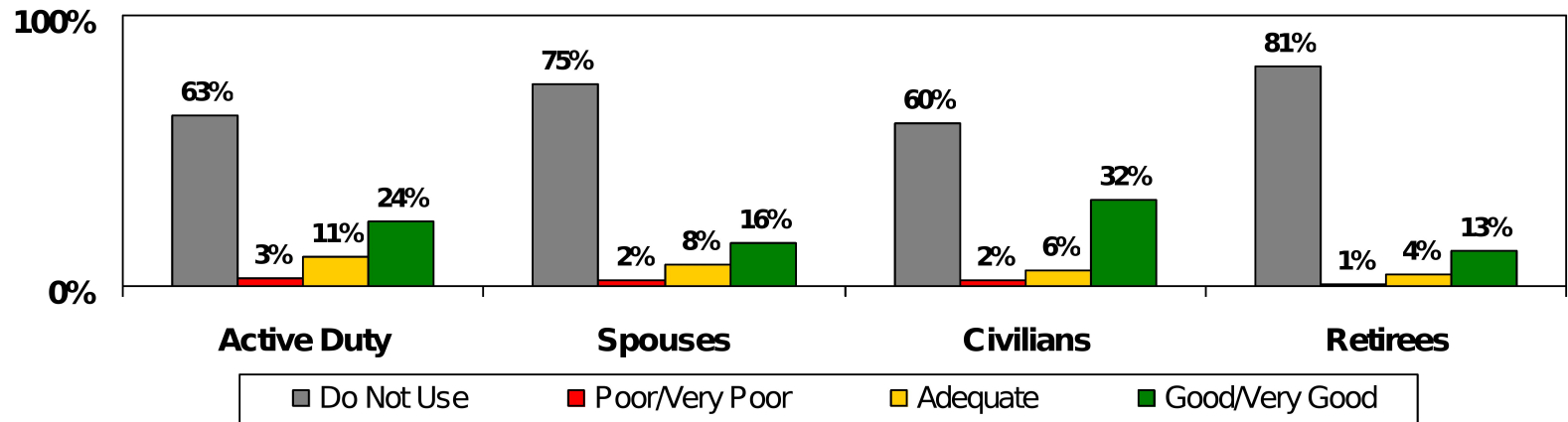
Quality of Off-Post Services



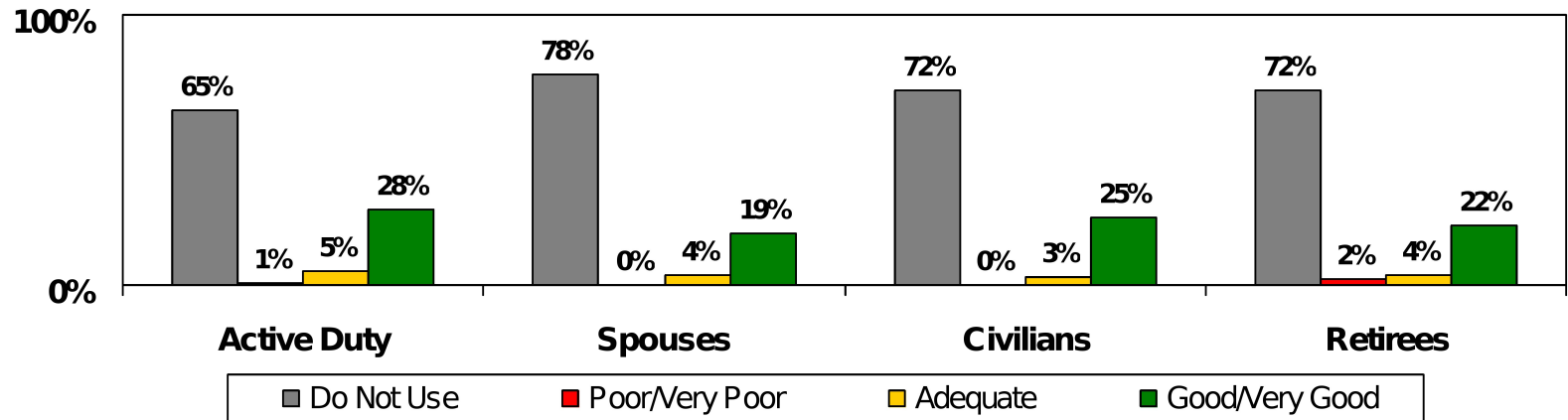
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



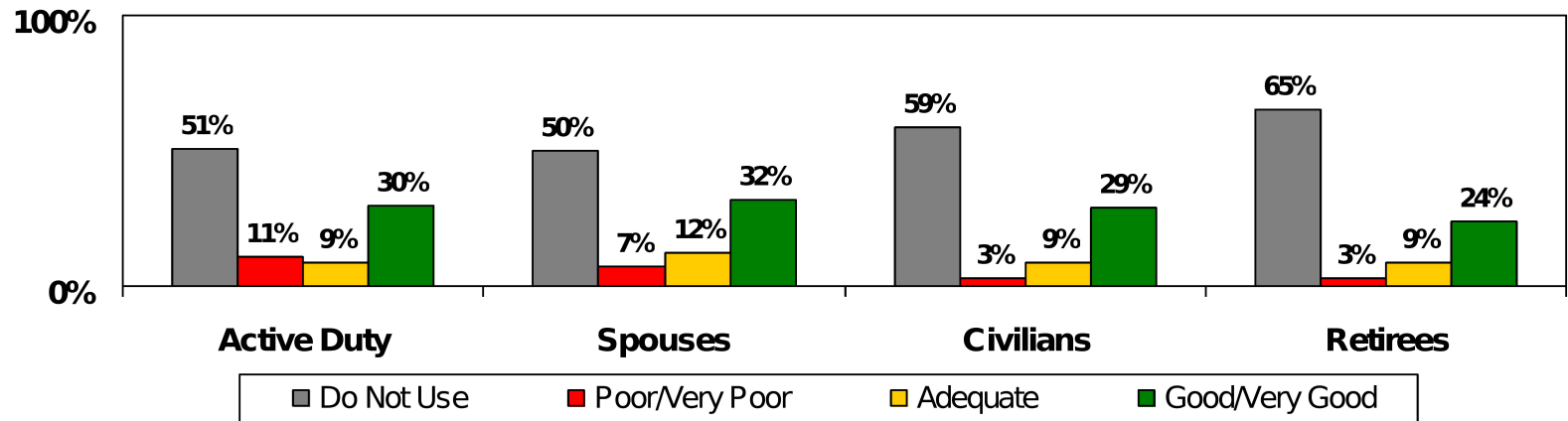
Quality of Off-Post Services



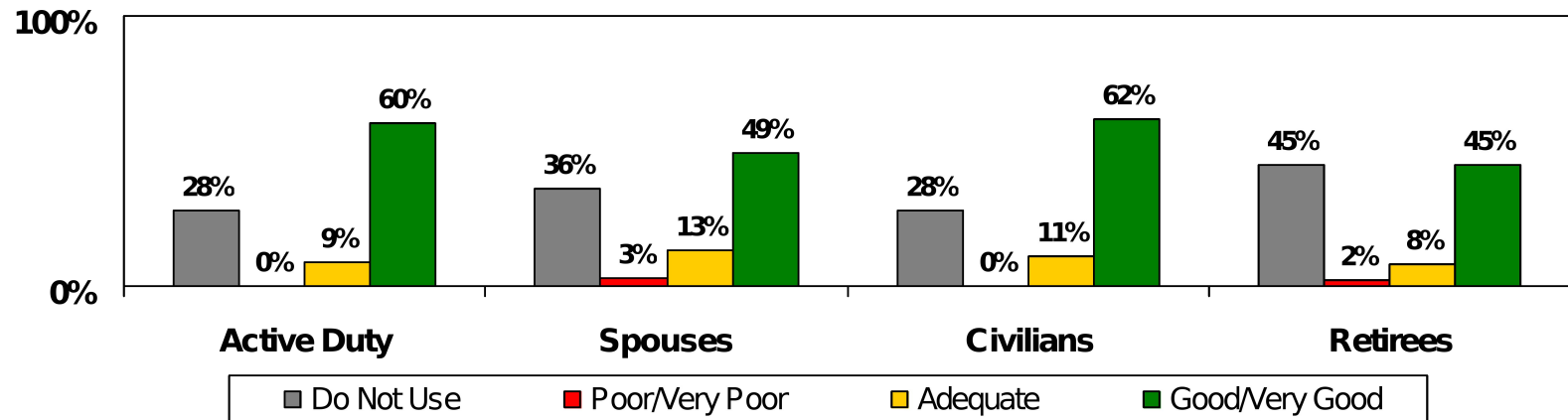
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort McPherson

Quality of On-Post Services

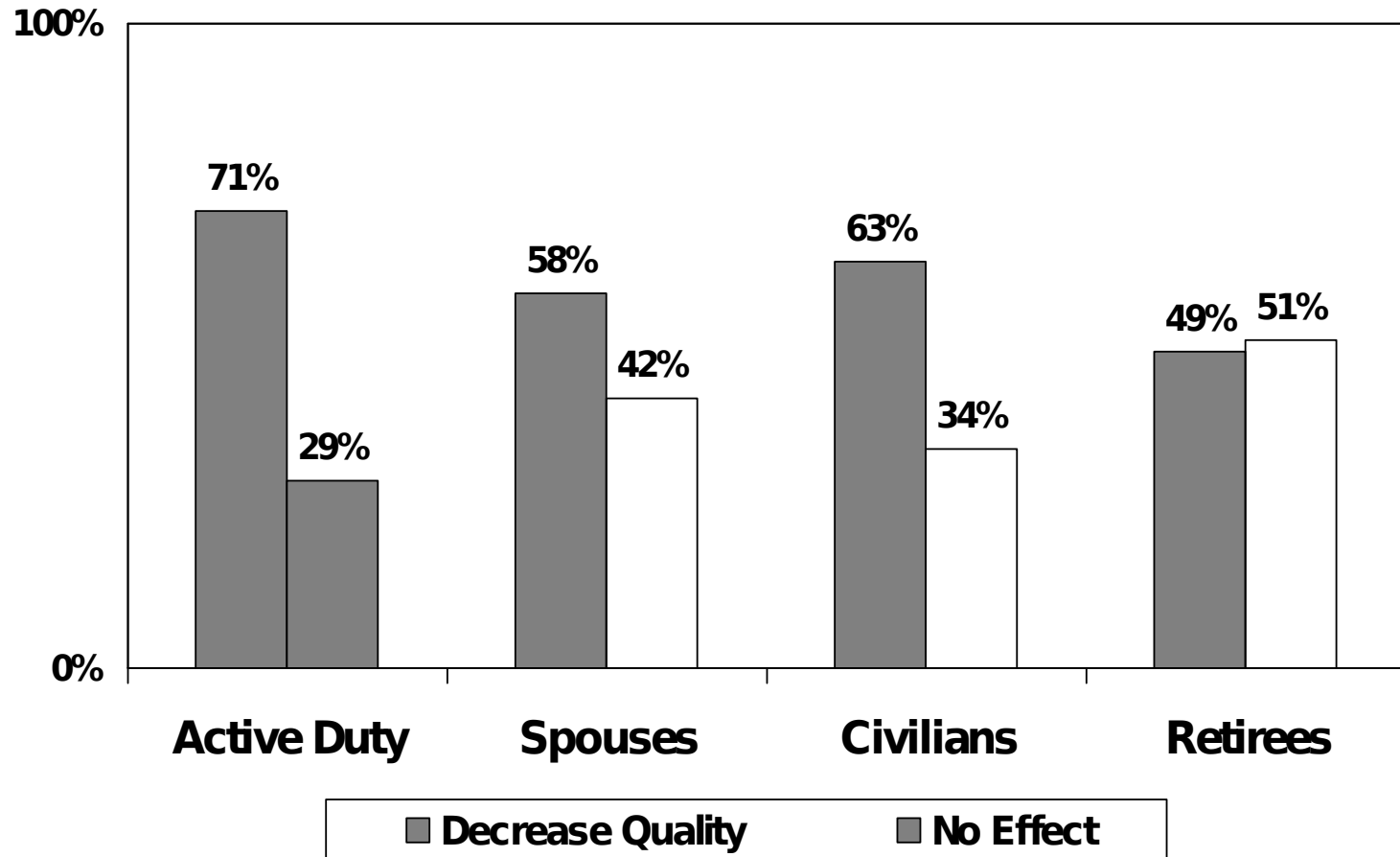


Quality of Off-Post Services



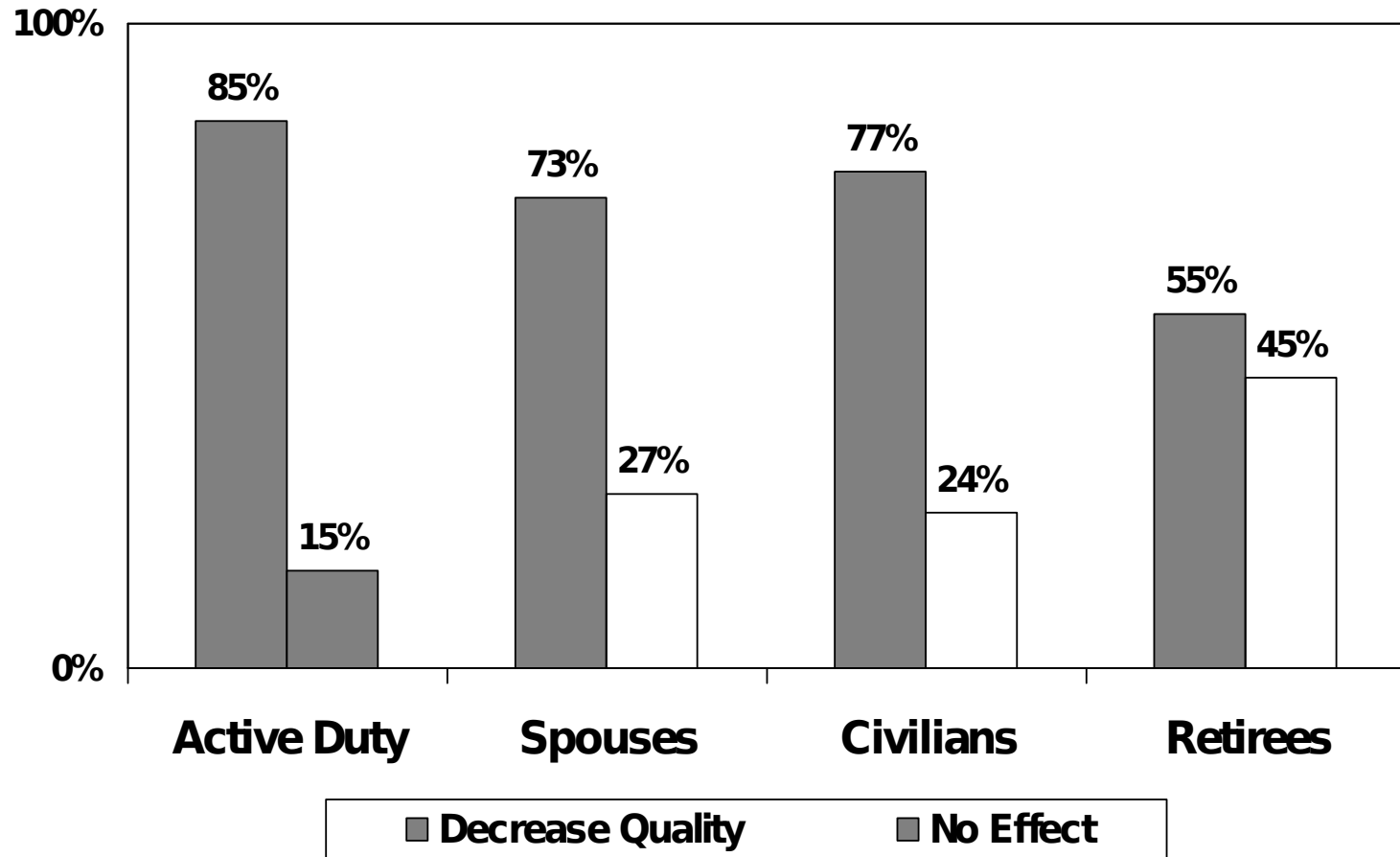
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	74%
Fitness Center/Gymnasium	69%
Library	64%
Child Development Center	53%
Youth Center	45%
Athletic Fields	42%
Swimming Pool	34%

RV Park	69%
Golf Course Pro Shop	56%
Car Wash	51%
Bowling Pro Shop	49%
Golf Course Food & Beverage	47%
Arts & Crafts Center	46%
Marina	45%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	28%	17%	29%	13%	20%
E-mail	63%	15%	69%	11%	34%
Friends and neighbors	22%	35%	21%	20%	22%
Family Readiness Groups (FRGs)	3%	21%	1%	3%	5%
Bulletin boards on post	26%	20%	28%	19%	23%
Post newspaper	48%	46%	68%	30%	44%
MWR publications	19%	25%	29%	21%	23%
Radio	1%	4%	1%	3%	3%
Television	2%	11%	4%	5%	5%
My child(ren) let(s) me know	1%	5%	1%	1%	2%
Other unit members or co-workers	29%	11%	37%	5%	18%
Unit or post commander or supervisor	13%	11%	15%	4%	9%
Marquees/billboards	11%	25%	13%	7%	11%
Flyers	33%	26%	44%	22%	30%
Other	6%	12%	6%	17%	12%
I never hear anything	4%	9%	1%	27%	15%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	80%	74%
Better Opportunities for Single Soldiers	39%	N/A
Army Community Service	52%	55%
MWR Programs and Services	82%	79%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	87%	13%
Outreach programs	47%	71%	29%
Family Readiness Groups	58%	72%	28%
Relocation Readiness Program	65%	85%	15%
Family Advocacy Program	59%	79%	21%
Crisis intervention	45%	77%	23%
Money management classes, budgeting assistance	59%	73%	27%
Financial counseling, including tax assistance	65%	82%	18%
Consumer information	38%	67%	33%
Employment Readiness Program	51%	71%	29%
Foster child care	26%	60%	40%
Exceptional Family Member Program	56%	76%	24%
Army Family Team Building	49%	80%	20%
Army Family Action Plan	40%	79%	21%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	48%	96%	4%
Outreach programs	38%	100%	0%
Family Readiness Groups	65%	92%	8%
Relocation Readiness Program	61%	92%	8%
Family Advocacy Program	59%	88%	13%
Crisis intervention	31%	80%	20%
Money management classes, budgeting assistance	47%	83%	17%
Financial counseling, including tax assistance	52%	90%	10%
Consumer information	22%	80%	20%
Employment Readiness Program	43%	89%	11%
Foster child care	15%	75%	25%
Exceptional Family Member Program	56%	91%	9%
Army Family Team Building	38%	92%	8%
Army Family Action Plan	31%	100%	0%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	41%	32%
Personal job performance/readiness	37%	35%
Unit cohesion and teamwork	43%	37%
Unit readiness	44%	40%
Relationship with my spouse	33%	45%
Relationship with my children	32%	47%
My family's adjustment to Army life	39%	50%
Family preparedness for deployments	45%	55%
Ability to manage my finances	32%	30%
Feeling that I am part of the military community	41%	52%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	79%	73%
Helps minimize lost duty/work time due to lack of child care/youth services	79%	77%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	68%	48%
Allows me to work outside my home	60%	58%
Allows me to work at home	42%	33%
Offers me an employment opportunity within the CYS program	38%	33%
Allows me/my spouse to better concentrate on my/our job(s)	68%	64%
Provides positive growth and development opportunities for my children	74%	76%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	39%
Personal job performance/readiness	33%
Unit cohesion and teamwork	43%
Unit readiness	39%
Ability to manage my finances	28%
Feeling that I am part of the military community	36%
Relationship with my children (single parents)	43%
My family's adjustment to Army life (single parents)	33%
Family preparedness for deployments (single parents)	43%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	72%
Entertaining guests at home	53%
Going to movie theaters	51%
Internet access/applications (home)	50%
Walking	44%
Special family events	44%
Gardening	38%
Cardiovascular equipment	37%
Attending sports events	36%
Going to beaches/lakes	33%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	60%
Internet access/applications (home)	60%
Going to movie theaters	57%
Walking	54%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	76%
Going to movie theaters	54%
Internet access/applications (home)	53%
Entertaining guests at home	46%
Special family events	45%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	73%
Going to movie theaters	67%
Entertaining guests at home	60%
Internet access/applications (home)	51%
Running/jogging	51%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	52%
Walking	46%
Internet access/applications (home)	45%
Going to movie theaters	42%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	7%
Softball	6%
Volleyball	5%
Touch/flag football	3%
Soccer	2%

Outdoor Recreation

Going to beaches/lakes	33%
Fishing	25%
Picnicking	24%
Camping/hiking/backpacking	15%
Bicycle riding/mountain biking	13%

Social

Entertaining guests at home	53%
Special family events	44%
Dancing	24%
Night clubs/lounges	21%
Happy hour/social hour	20%

Sports and Fitness

Walking	44%
Cardiovascular equipment	37%
Running/jogging	26%
Weight/strength training	25%
Bowling	16%

Entertainment

Watching TV, videotapes, and DVDs	72%
Going to movie theaters	51%
Attending sports events	36%
Live entertainment	32%
Festivals/events	31%

Special Interests

Internet access/applications (home)	50%
Gardening	38%
Automotive maintenance & repair	27%
Automotive detailing/washing	26%
Digital Photography	22%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	27%	N/A	27%
Internet access (library)	24%	N/A	24%
Reference/research services	23%	N/A	23%
Study/self development	20%	N/A	20%
Multi-media (videos, DVDs, CDs)	16%	N/A	16%
Cardiovascular equipment	13%	23%	37%
Walking	12%	32%	44%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

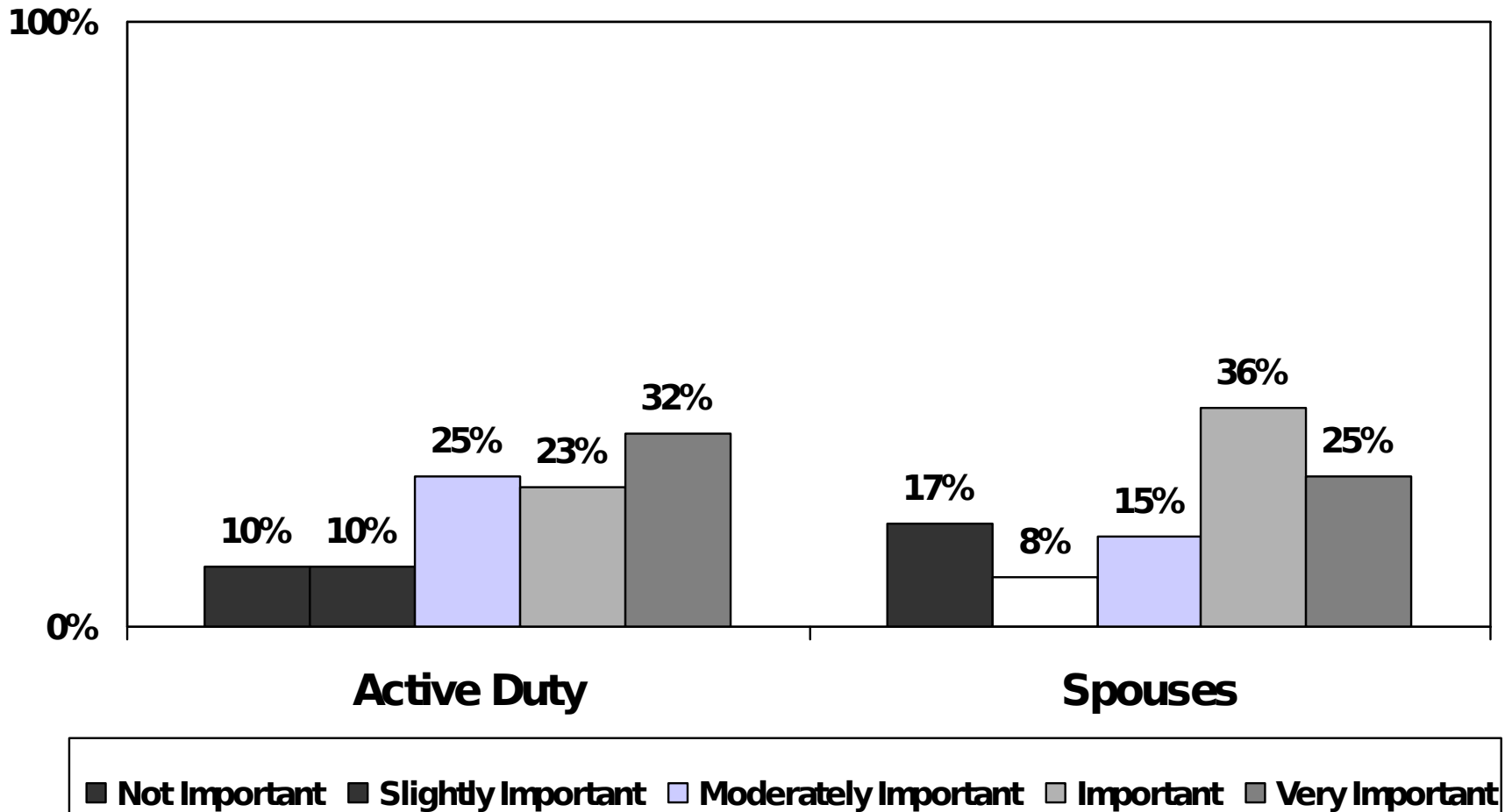
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	3%	43%	50%
Gardening	1%	1%	36%	38%
Automotive maintenance & repair	7%	9%	11%	27%
Automotive detailing/washing	4%	5%	17%	26%
Digital photography	1%	4%	18%	22%
Trips/touring	1%	20%	0%	20%
Computer games	0%	2%	15%	17%

*Top 7 special interest activity preferences ranked by overall participation.

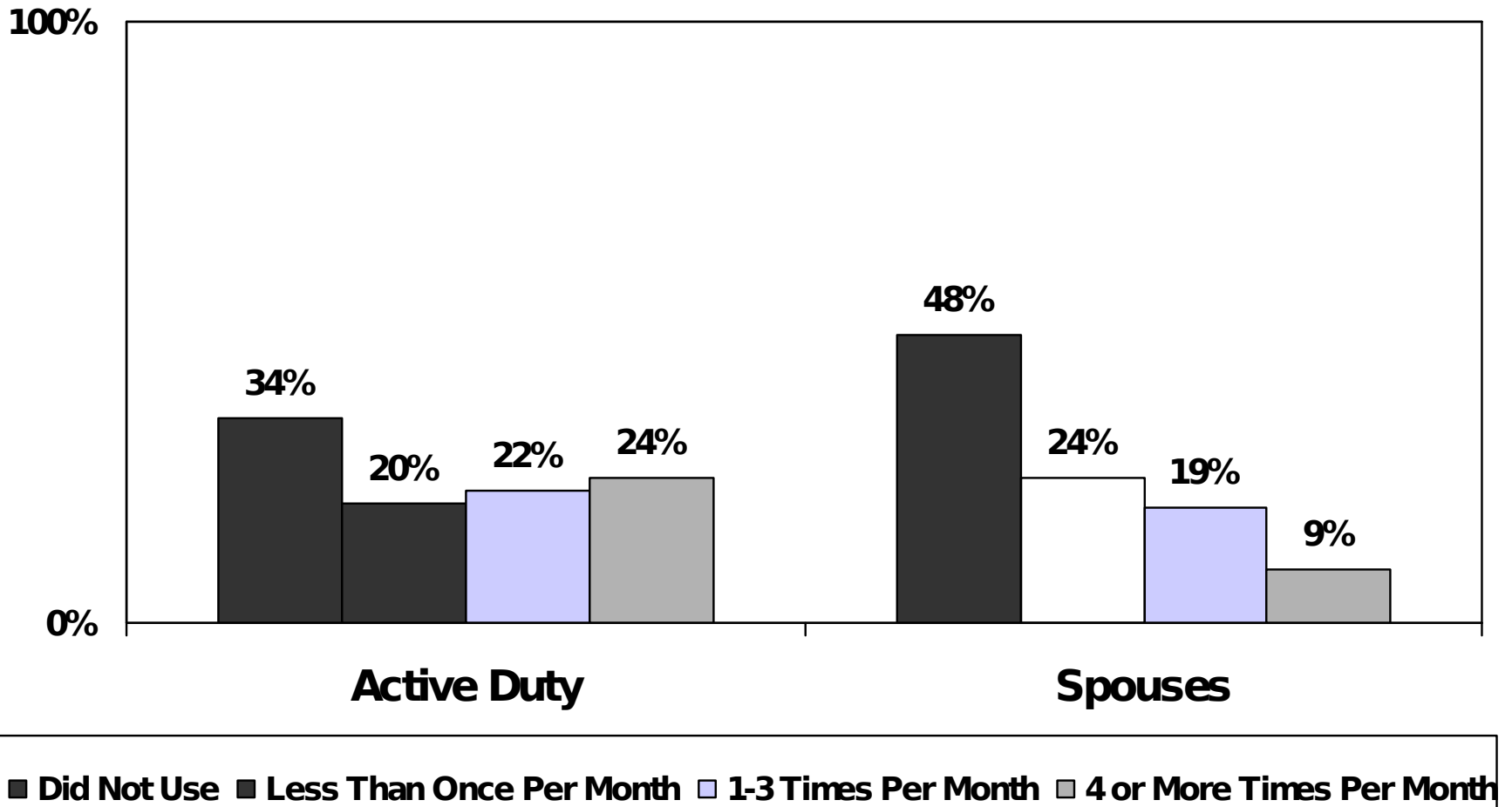
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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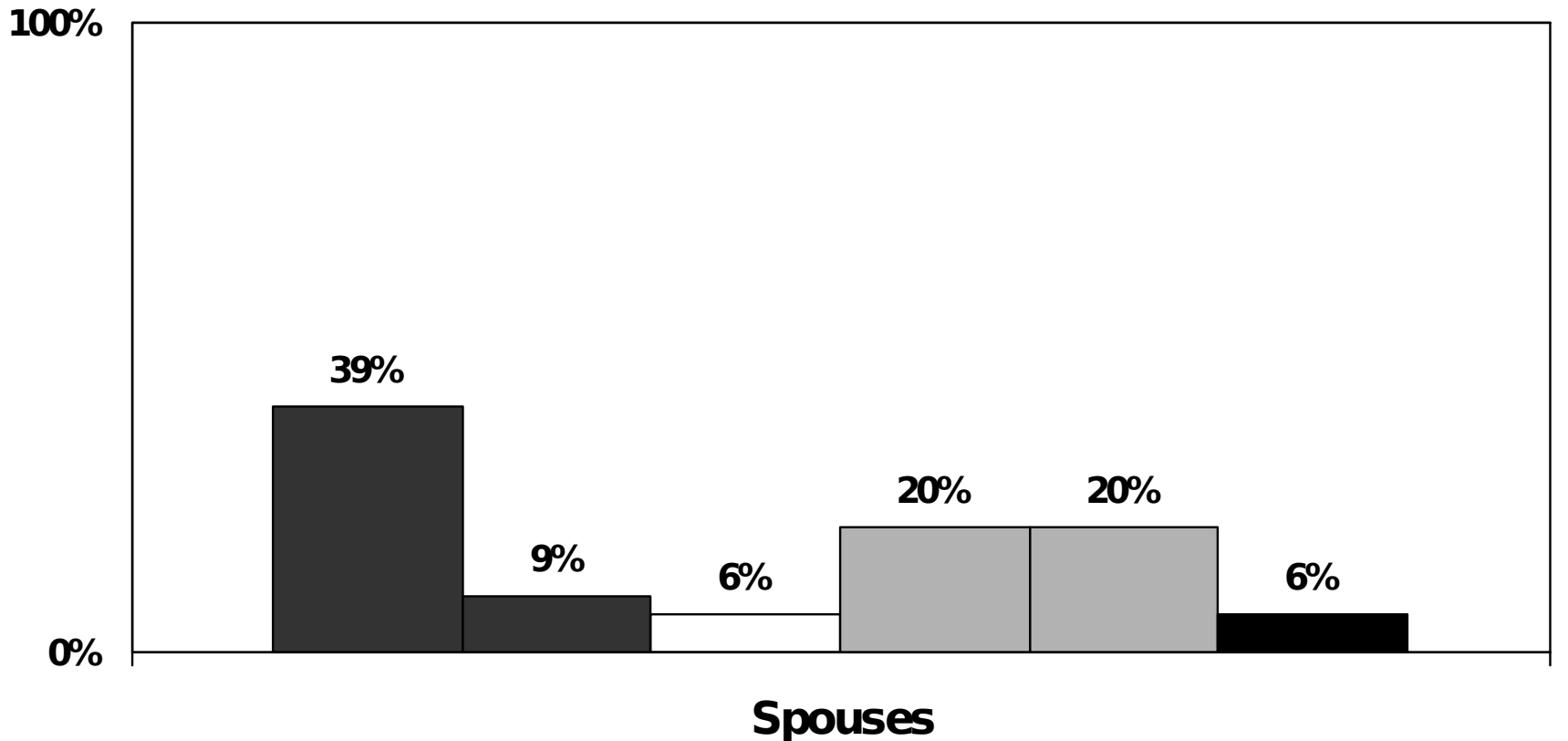
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	2%
Probably will not make military a career	5%
Undecided	11%
Probably will make military a career	17%
Definitely will make military a career	65%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	23%
Yes	64%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)